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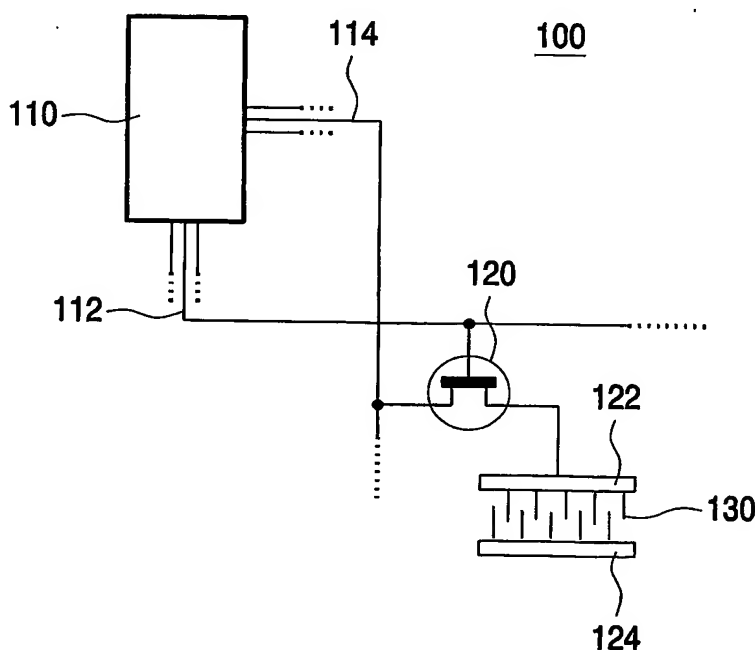
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(54) Title: **LIQUID CRYSTAL DISPLAY DEVICE WITH REDUCED POWER CONSUMPTION IN STANDBY MODE**



(57) Abstract: A reflective or transmissive Liquid Crystal Display (LCD) device (100) is provided with driving means (110) operable in at least two modes, namely an active mode and a power saving standby mode. According to the invention, the (LCD) is of the normally black type, wherein a minimum driving voltage corresponds to the dark state and a maximum driving voltage corresponds to the bright state. Because of this, in the standby mode the maximum driving voltage may be altered, thereby affecting the bright state. Thus, the contrast ratio of the (LCD) remains relatively high in the standby mode. Preferably, the (LCD) comprises a layer (130) of a vertically aligned liquid crystal material.

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